

NOV. 24. 2004 12:00PM

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NO. 3840 P. 1

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www.cojk.com**FACSIMILE COVER SHEET**

DATE: November 24, 2004

TO: Office of Initial Patent Examination  
U.S. Patent and Trademark Office

FACSIMILE NO: 703.746.9195

RE: U.S. Patent Application No. 10/805,870  
Title: SYSTEM AND METHOD FOR OPTIMIZING PAID  
LISTING YIELD

OUR REFERENCE: MSFT-1-21736

YOUR REFERENCE: Confirmation No. 1784

FROM: Donna J. Coningsby  
Registration No. 41,684

(Facsimile No. 206.224.0779)

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**MESSAGE:** Transmitted herewith are the following:

1. Copy of previously filed Declaration and Power of Attorney for Patent Application (2 pages) with Declaration of Patent Practitioners in Compliance with 37 CFR 1.32 (1 page)
2. Copy of Filing Receipt

Please revise the Filing Receipt accordingly and forward a copy of the reissued Filing Receipt to our office. Thank you for your assistance in this matter.

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We have 6 pages to send, including this sheet. If any pages need to be retransmitted, please call 206.682.8100, Ext. 1224.

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants: E.B. Watson et al. Attorney Docket No.: MSFT121736  
Application No.: 10/805,870 Group Art Unit: 2171  
Filed: March 22, 2004  
Title: SYSTEM AND METHOD FOR OPTIMIZING PAID LISTING YIELD

DESIGNATION OF PATENT PRACTITIONERS  
IN COMPLIANCE WITH 37 CFR 1.32

November 24, 2004

TO THE COMMISSIONER FOR PATENTS:

The patent practitioners named in the Combined Declaration and Power of Attorney (copy attached) to be recognized by the U.S. Patent and Trademark Office as being of record in the application to which the Power of Attorney is directed are as follows:

1. David Hartley Eppenauer, Reg. No. 35,499
2. Martin L. Shively, Reg. No. 33,553
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Respectfully submitted,

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JOHNSON KINDNESS<sup>PLLC</sup>



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I hereby certify that this correspondence is being transmitted via facsimile to the U.S. Patent and Trademark Office, Office of Initial Patent Examination, at facsimile number 703.746.9195 on the below date.

Date:

November 24, 2004Patricia Subble

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APPL NO.	FILING OR 371 (c) DATE	ART UNIT	FIL FEE REC'D	ATTY DOCKET NO	DRAWINGS	TOT CLMS	IND CLMS
10/805,870	03/22/2004	2171	950	MSFT121736	8	30	3

CONFIRMATION NO. 1784

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## FILING RECEIPT



\*OC000000014379434\*

Date Mailed: 11/16/2004

DOCKETED

Receipt is acknowledged of this regular Patent Application. It will be considered in its order and you will be notified as to the results of the examination. Be sure to provide the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION when inquiring about this application. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please write to the Office of Initial Patent Examination's Filing Receipt Corrections, facsimile number 703-746-9195. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections (if appropriate).

## Applicant(s)

Eric B. Watson, Redmond, WA;  
 Kenneth A. Moss, Mercer Island, WA;

## Assignment For Published Patent Application

Microsoft Corporation

Power of Attorney: ~~None~~ *See attached Designation of Patent Practitioners in Compliance with 37 C.F.R. 1.32.*

## Domestic Priority data as claimed by applicant

This appln claims benefit of 60/535,353 01/09/2004

## Foreign Applications

If Required, Foreign Filing License Granted: 11/16/2004

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is **US10/805,870**

Projected Publication Date: To Be Determined - pending completion of Missing Parts

Non-Publication Request: No

PROCESSED DOCKETING

RCD

NOV 18 2004

CHRISTENSEN, O'CONNOR,  
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BMG

**Early Publication Request: No**

**Title**

System and method for optimizing paid listing yield

**Preliminary Class**

707

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Title 37, Code of Federal Regulations, 5.11 & 5.15**

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